

Message Text

UNCLASSIFIED

PAGE 01 BONN 12566 101401Z POSS DUPE
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----072736 110611Z /10

R 101348Z JUL 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0046
USMISSION USBERLIN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH

UNCLAS BONN 12566

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - 1928 JEWELRY COMPANY, BURBANK,
CALIF.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

FIRMA KATZ-WARENUMSCHLAGPLATZ
POTSDAMER STRASSE 144
D-1000 BERLIN 30, GERMANY
CONTACT: HERR A. KATZ
PHONE: (030) 216-60-56
COMMENT: FIRM IS A LEADING WEST BERLIN DISTRIBUTOR OF
JEWELRY IN LOCAL MARKET. FOR PRODUCT LINES OFFERED
THERE IS POTENTIAL MARKET IN BERLIN. INTERESTED FIRM
WAS ESTABLISHED IN 1968; EMPLOYS 11. WELL-ESTABLISHED
COMPANY HAS ACHIEVED SUBSTANTIAL EXPANSION OF ITS MAR-
KET SHARE IN RECENT YEARS. FIRM OFFERS GOOD PROS-
PECTS FOR DEVELOPING NEW PRODUCT LINES IN THIS MARKET.
COMPANY DESIRES DIRECT CONTACT WITH THE ADS CLIENT.

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ALFONS KRUCKER EUROBIJOUX KG
LAHNSTR. 60
D-6000 FRANKFURT/MAIN
CONTACT: A. KRUCKER OR HERR FLEISCHMANN
PHONE: 0611-736082
TELEX: 04 13 414
COMMENT: COMPANY SHOWED INTEREST IN ESTABLISHING CONTACT

WITH "1928 JEWELRY COMPANY". THE MANAGER, ALFONS KRUCKER, PLANS TO VISIT THE RJA INTL. JEWELRY TRADE FAIR IN NEW YORK AT THE END OF THIS MONTH AND WILL CONTACT THE COMPANY EITHER AT THE FAIR OR AT THE NEW YORK SHOW-ROOM. THE COMPANY IS A LEADING WHOLESALER IN THE FRANKFURT CONSULAR DISTRICT. ESTABLISHED 1921, EMPLOYS ABOUT 100 AND HAS AN ANNUAL TURNOVER OF ABOUT DM 10 MILLION.

ERICH W. WITTMANN GMBH. UND CO. KG
POSTFACH 1680
D-8520 ERLANGEN
CONTACT: HERR ERICH W. WITTMANN, MANAGER
PHONE: 09131/26094
TELEX: 06-29850
COMMENT: GERMAN FIRM, FOUNDED IN 1970, IS A DISTRIBUTOR OF JEWELRY AND ACCESSORIES FOR BOUTIQUES AND EXCLUSIVE BEAUTY SHOPS. MR. WITTMANN HAS GOOD CONNECTIONS TO THE TRADE AND WANTS TO EXPAND HIS LINE OF BUSINESS.

AMCONSUL DUESSELDORF COMMENT:
WE DO NOT CONSIDER THIS AN APPROPRIATE PRODUCT FOR ADS IN THIS REGARD. AGENT WOULD BE REQUIRED PURCHASE SAMPLE LINE HAVING SEEN ONLY PICTURES OF SAME. SUGGEST COMPANY REP VISIT GERMANY WITH SAMPLES AND WE WOULD BE PLEASED HELP ARRANGE APPOINTMENTS. FIRM MAY ALSO UNCLASSIFIED

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WISH CONTACT NEW YORK BUYING AGENTS AND MAJOR GERMAN DEPARTMENT STORES. LITERATURE BEING RETURNED WITHOUT ACTION.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR STOESSEL

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